



**VENDOR QUESTIONS AND ANSWERS  
REQUEST FOR PROPOSAL (RFP) #24-02.  
WEBSITE DESIGN AND DEVELOPMENT**

Posted Date: March 21, 2024. These questions were received timely but missed.

**No. Question/Answer**

1. **Referencing page 14, Tab 04 - Costs, section 3.c., do you have an estimate of how many hours of training would be required?**

Per the RFP, vendors should provide a minimum of three training sessions, at least two of those training sessions on the website content management system are to be directed for a small number of content creators including the Office of Communications & Public Affairs, and the additional detailed, higher-level training session shall be directed for the College's designated webmaster.

2. **Referencing page 14, Tab 04 - Costs, section 3.d., historically, what is the frequency of maintenance updates or hours of support that have been needed each month?**

See the response to Question 45 in Addendum 2.

3. **Would the focus groups and surveys mentioned in Scope of Services, Phase I: Research & Discovery on page 11 be able to be conducted exclusively digitally?**

See the response to Question 31 in Addendum 2.

4. **To help us provide an accurate estimate for Tab 5 – Hosting Cost on page 14, what is the average monthly traffic of Polk State College's website?**

Average monthly visits = 50,000-60,000 users  
Organic search = 55-58%  
Direct = 35-40%

5. **Referencing page 15, Tab 11 - Qualifications/Experiences of Staff, is there a specific software or platform your team prefers to use for project management?**

No.

6. **Referencing page 14, Tab 9 - Software License Conditions, are there specific software and/or licenses already defined for use in the website?**

See the response to Question 11 in Addendum 2.

7. **Referencing page 11, Phase IV – Content Creation & Migration, bullet 1, could you provide more details about the multi-channel content strategy?**

- Does this request involve creating only the strategy or also include creating the deliverables it would entail?
- If deliverables are expected to be created, can you provide a breakdown of the specific amount being requested?

See the response to Question 38 in Addendum 2.

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8. **Referencing page 11, Phase IV – Content Creation & Migration, bullet 2, has a total number of the required photography and other visual assets already been defined?**

See the response to Questions 23 and 40 in Addendum 2.

9. **Can more details be provided as to the expectations for the “transition-out plan” discussed on page 12?**

The vendor is responsible for the development of the transition plan that works best to meet the goals of the pjct.

10. **In the “proposal submittal format” section on page 12, we came across the following excerpts: “Proposers interested in being considered for the services shall submit two flash drives of the Proposal” and “Please include your company name and logo on both the cover and on the spine.”**  
**Are two flash drives with digital copies of the proposal the only expectation?**  
**Or is a printed and bound proposal also expected?**

Flash drives only.

11. **Are you able to provide the names and titles of the individuals that will be on the Evaluation Committee?**

Cindy Baker, Vice President, Finance  
Stacey Cary, Vice President, Human Resources  
Charles Hoover, Network Specialist II  
Dr. Kim Thomas Manning, Dean, Academic Affairs  
Melvin Thompson, Director, Student Activities and Leadership Organization  
Dr. Steve Warner, Vice President, Resource Development  
News stories from the website (API to Ellucian Banner Experience Student/Employee)

12. **Do you currently work with an agency or have you in the past?**  
**a. If so, who is it and were you satisfied with their performance?**  
**b. If so, do they have the opportunity to respond to this RFP?**

*See the response to Question 46 in Addendum 2.*

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